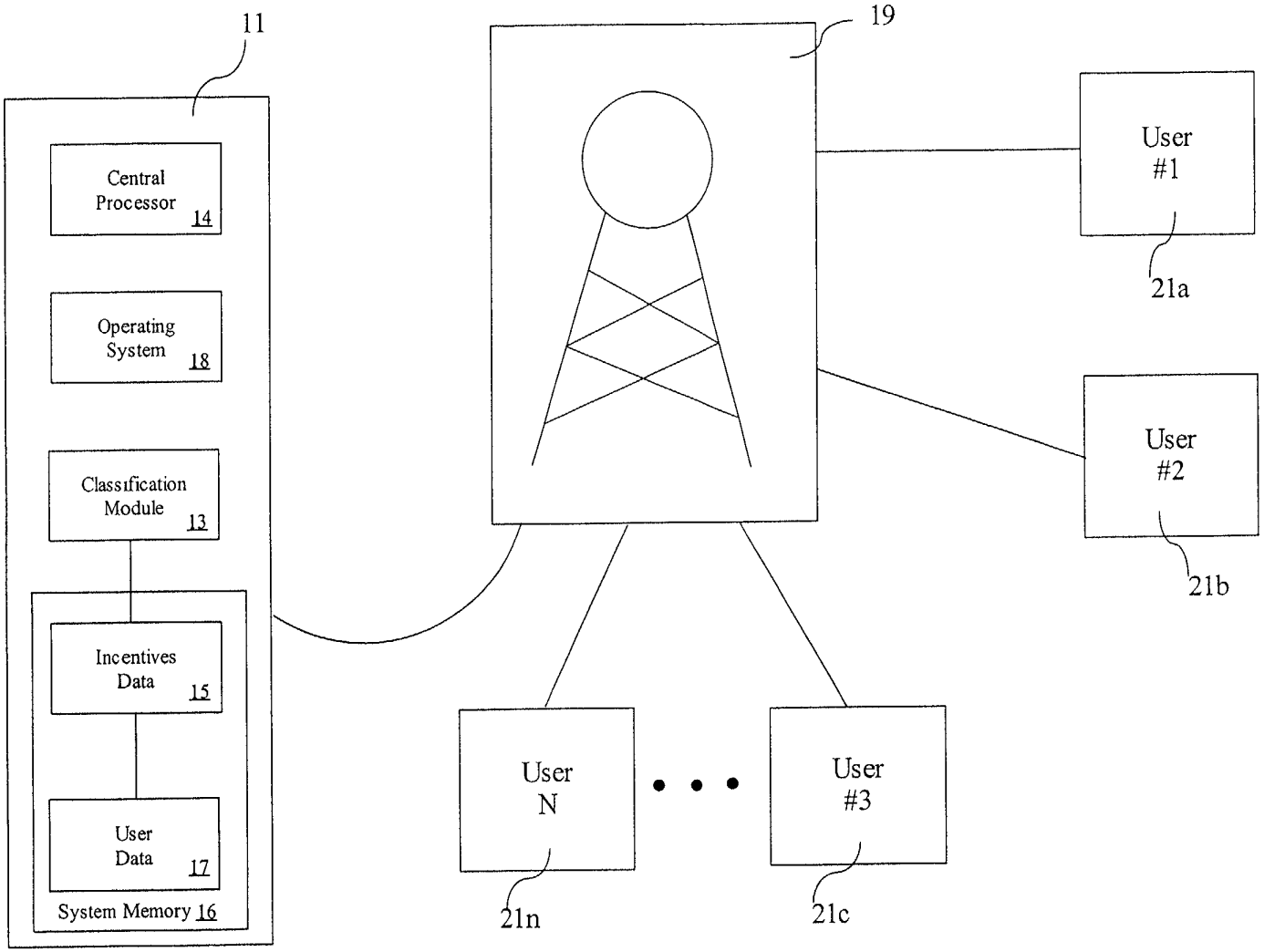
11
19
Central Processor 14
Operating System 18
Classification Module 13
Incentives Data 15
User Data 17
System Memory 16
User #1
21a
User #2
21b
User N
21n
User #3
21c

FIG. 1

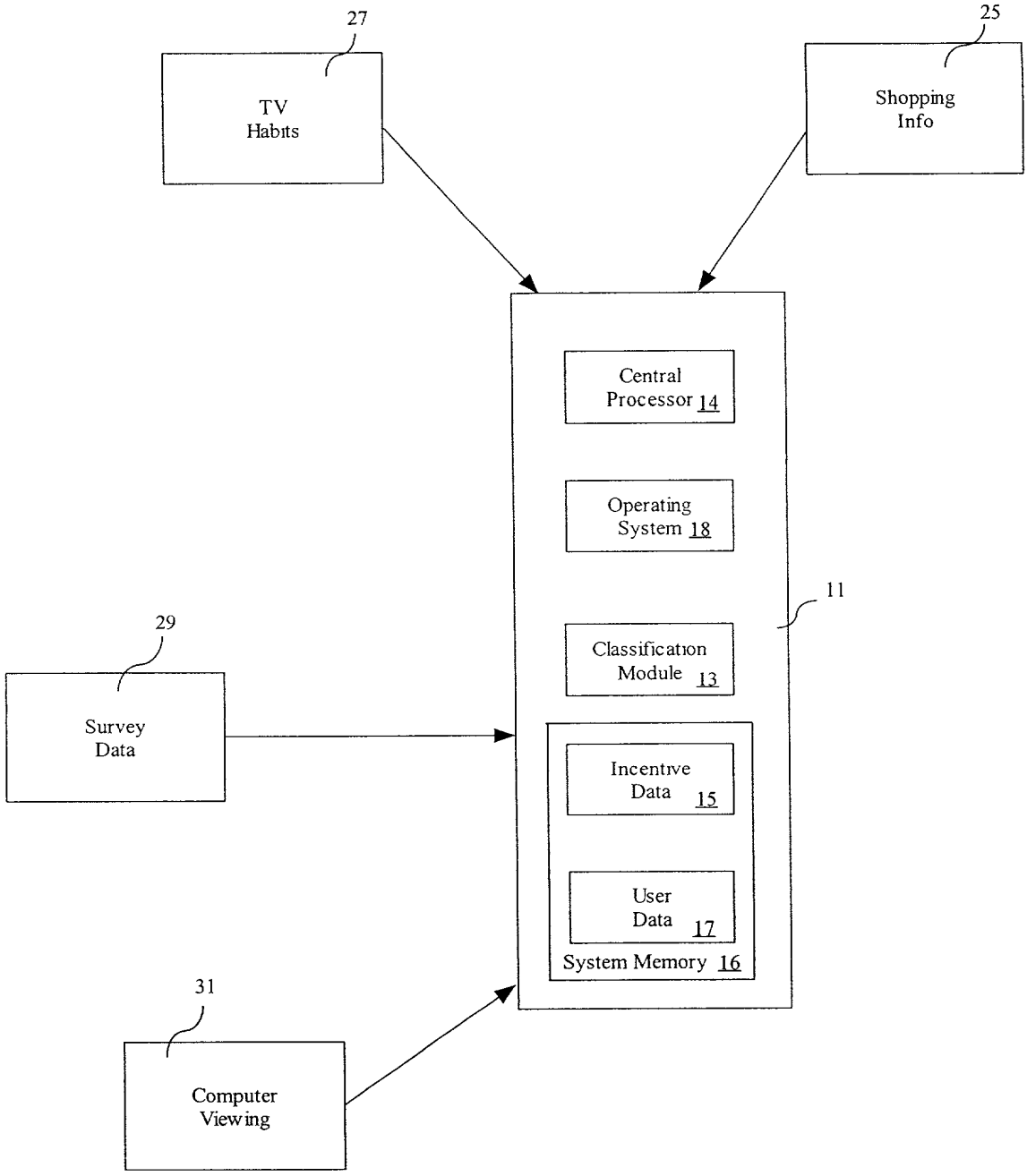
27
TV
Habits
25
Shopping
Info
Central
Processor 14
Operating
System 18
11
29
Survey
Data
Classification
Module 13
Incentive
Data 15
User
Data 17
System Memory 16
31
Computer
Viewing

FIG. 2

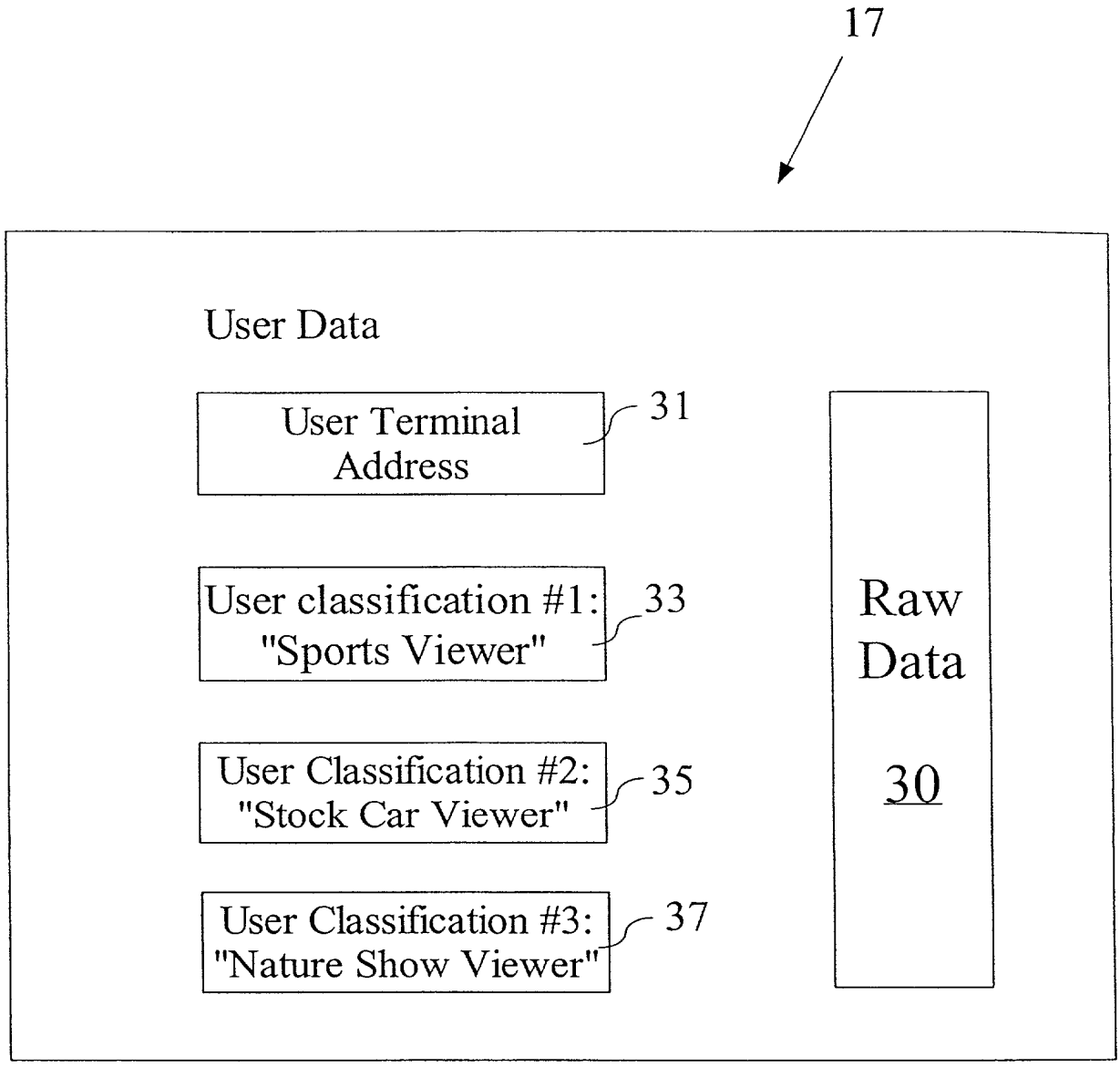
17
User Data
User Terminal Address
31
User classification #1: "Sports Viewer"
33
User Classification #2: "Stock Car Viewer"
35
User Classification #3: "Nature Show Viewer"
37
Raw Data
30

FIG. 3

Classifying a User

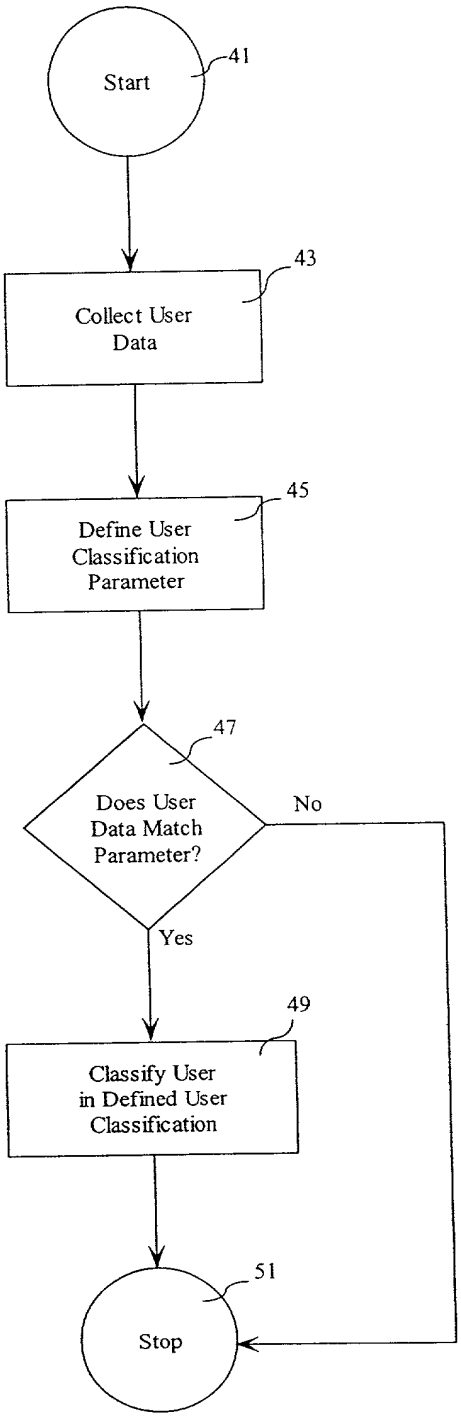

FIG. 4

Correlation of User Information

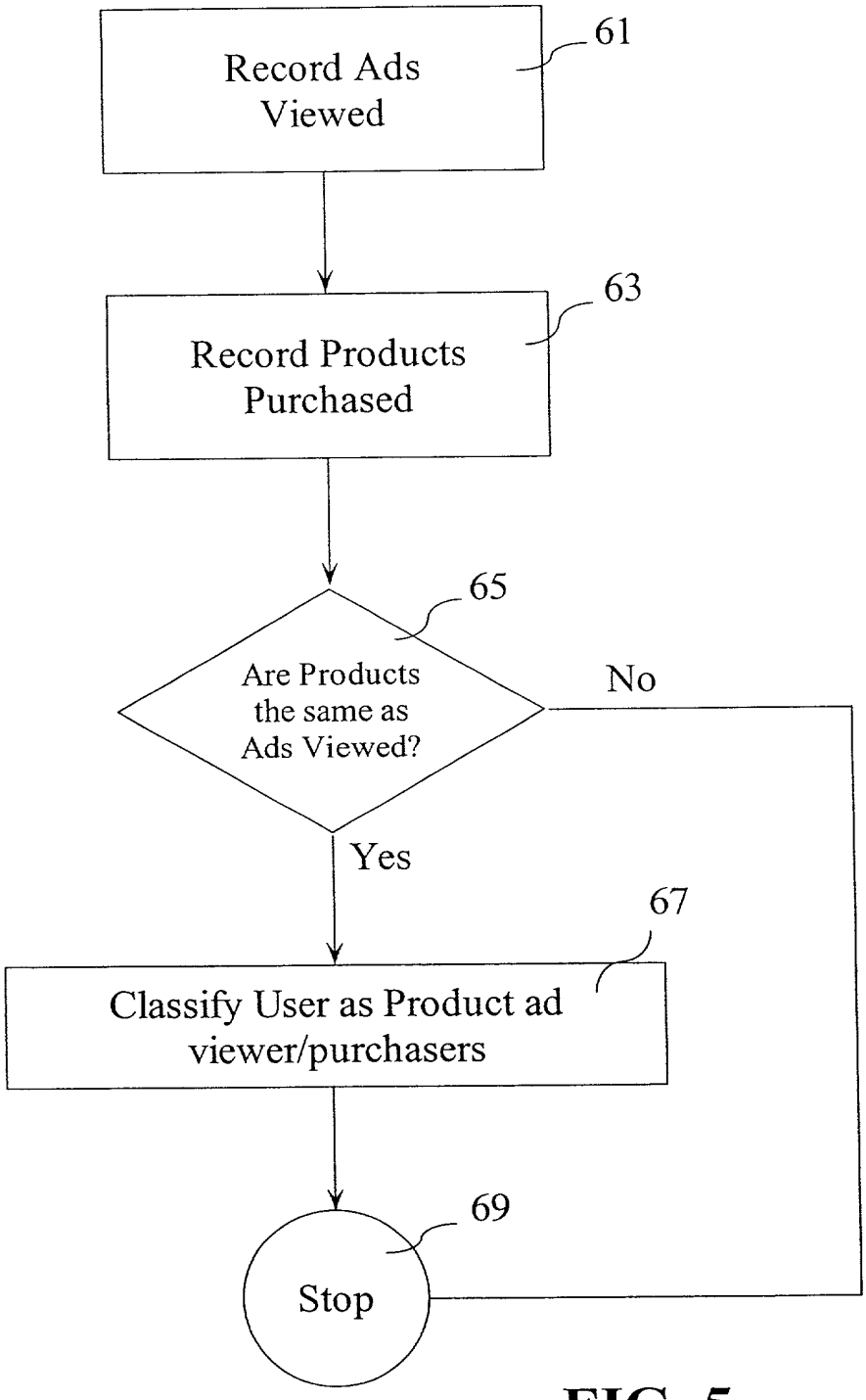

FIG. 5

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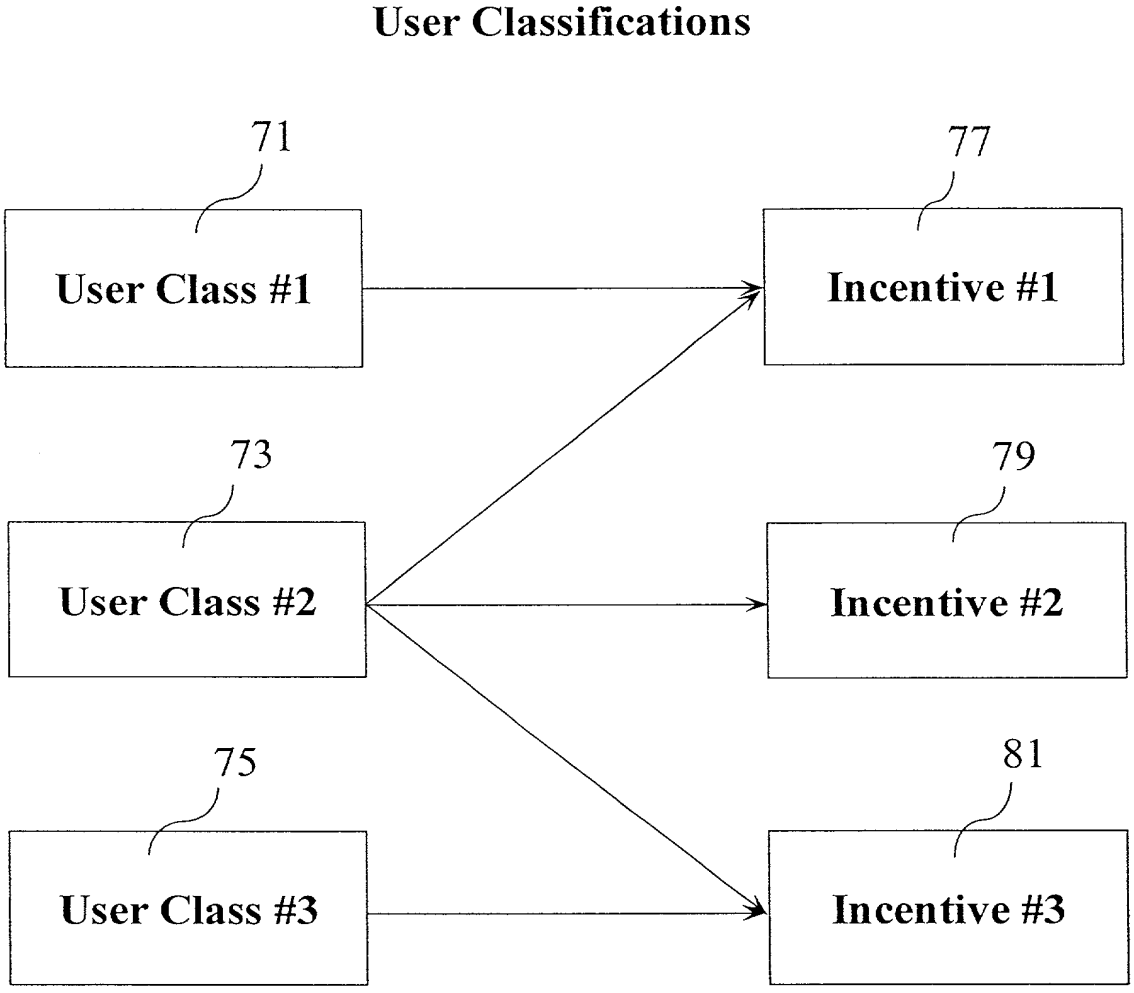

FIG. 6

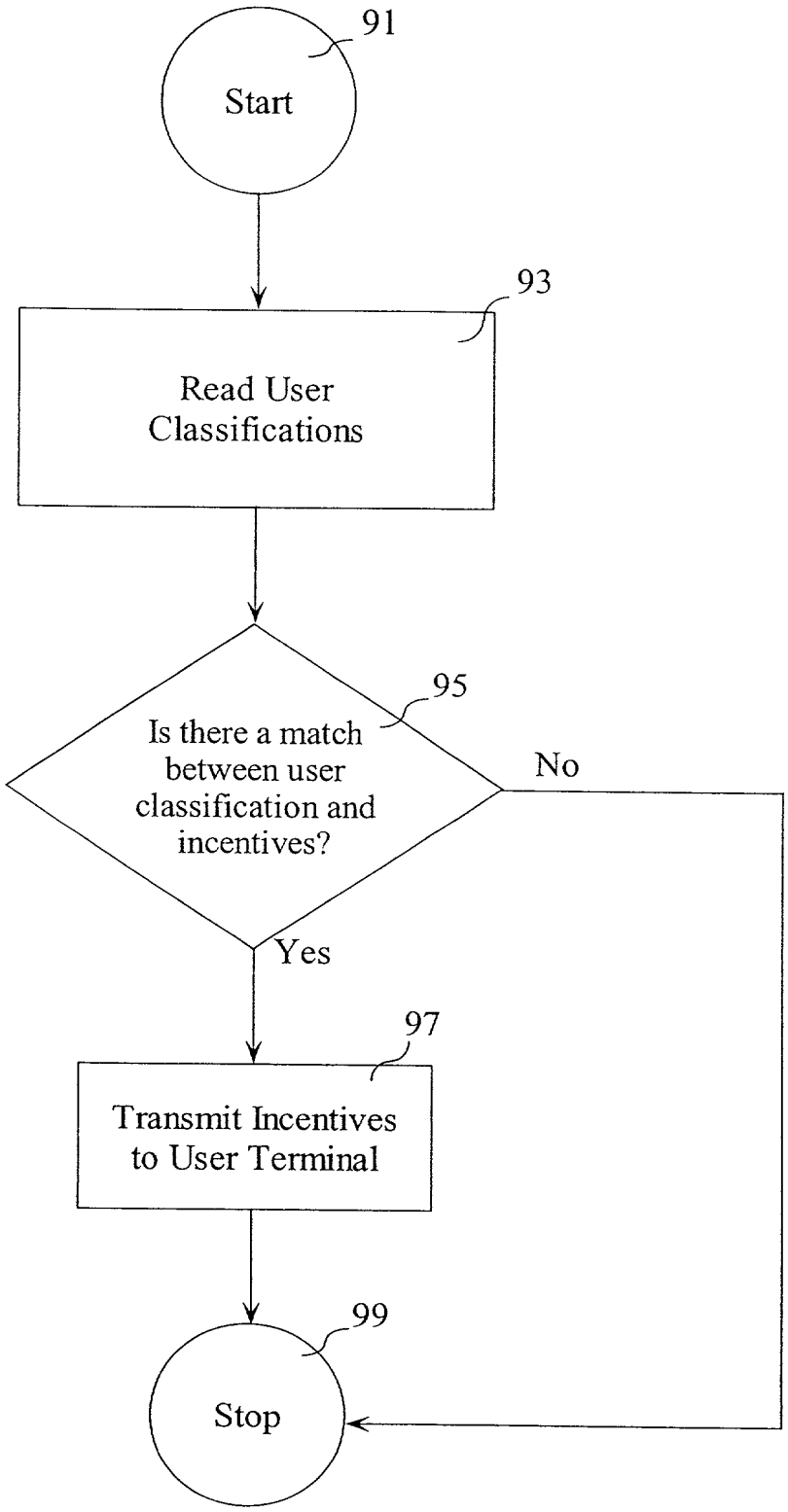
91
Start
93
Read User Classifications
95
Is there a match between user classification and incentives?
No
Yes
97
Transmit Incentives to User Terminal
99
Stop

FIG. 7